

Natl Med. Res. Planning&Placement National Republican Congr Comm/ Issue  
 815 Slaters Lane  
 Alexandria VA 22314  
 Submission Number 256 Issue 2



WNCN-TV  
 1205 Front St.  
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

<b>Client:</b>	National Republican Congr	<b>Submission Cost:</b>	3510	<b>Campaign Ref:</b>	E:120816010
<b>Buyer:</b>	Comm/ Issue	<b>Client/Product/Estimate:</b>	155 /426 /3011	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	09/10/12 to 09/23/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06281573
<b>Est./PO Number:</b>	06281573	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

<b>Product:</b>	Nrcc-le	<b>Booking Group:</b>	WNCN	<b>Key Market:</b>	Raleigh-Durham, NC
<b>Demographic:</b>	(L) Household	<b>Order:</b>			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/10	09/17	Total
1	M-F 1237a ET / 1137p CT Late Night ...F..	04	65	30 Comme	Nbr of Spots	1		1
2	M-F 5p Judge Judy ...F..	03	210	30 Comme	Nbr of Spots	1		1
3	M-F 7p News ...F..	04	250	30 Comme	Nbr of Spots	1		1
4	M-F 1237a ET / 1137p CT Late Night M.....	04	65	30 Comme	Nbr of Spots		1	1
8	Sat 7a Today Show .....S.	02	250	30 Comme	Nbr of Spots	2		2
9	Sun 6p News .....S	02	350	30 Comme	Nbr of Spots	1		1
10	M-F 1237a ET / 1137p CT Late Night ...T...	04	65	30 Comme	Nbr of Spots		1	1
13	M-F 1237a ET / 1137p CT Late Night .T.....	04	65	30 Comme	Nbr of Spots		1	1
14	M-F 5p Judge Judy	03	210	30 Comme	Nbr of Spots	7	10	17
<b>Weekly Totals:</b>					Total Spots(Ord Spots)	7	10	17

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Client:	National Republican Congr	Submission Cost:	3510	Campaign Ref:	E:120816010
Buyer:	Comm/ Issue	Client/Product/Estimate:	155 /426 /3011	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06281573
Est./PO Number:	06281573	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total
16	M-F 1237a ET / 1137p CT Late Night ..W....	04	65	30 Comme	Nbr of Spots	1	1
19	Sat 7p News .....S.	04	175	30 Comme	Nbr of Spots	1	1
20	M-F 530p Judge Judy M.W.... Isolations: W/C 09/10 MTWTF..	03	250	30 Comme	Nbr of Spots	1	1
21	M-F 7p News MTWTF...	03	310	30 Comme	Nbr of Spots	4	4
Weekly Totals: Total Spots(Ord Spots)					7	10	17

Grand Totals

Totals	09/10	Month 9 Weeks: 5	09/17
Spots	17	7	10
Cost	3510	1550	1960

Grand Totals:

Spots:	17
Gross Total:	3,510.00
Commission:	526.50
Net Total:	2,983.50

REP HEADLINE# 6281573 TRF# E:120816  
\$\$\$ MOD# 0: APPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM STATION SEP18/12 14.28  
\*\*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/NRCC-IE REP. # OFF. # SALESMAN #

AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME BEN ANGLE

815 SLATERS LANE SALES PRSN WA- MICK NESCI (H)

ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6281573 CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE EST#3011 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP14/12 SEP20/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP18/12 14.28

REP: REVISION  
M1 APPROVED  
2X CUT IN JUDGE JUDY, TOMORROW AND THURSDAY  
TTL \$145 LESS, SOME MONEY MOVED TO NEXT NRCC HEADLINE  
PLS CNF  
THANKS, MICK

STA:  
CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

NRCC IE  
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION  
STATION MAKEGOOD OFFERS:

BUY#	DATE	TIME	SPOTS	AMOUNT	REMARKS
BUY#5	SEP17	MON/530P-600P	30S	\$210.00	(SEP18/12)
BUY#17	SEP19	WED/530P-600P	30S	\$210.00	
BUY#6	SEP17	MON/700P-730P	30S	\$250.00	
BUY#15	SEP18	TUE/700P-730P	30S	\$250.00	
BUY#18	SEP19	WED/700P-730P	30S	\$250.00	
BUY#12	SEP20	THU/700P-730P	30S	\$250.00	
OFFER: MON/530P-600P	SEP17		30S	\$250.00	
& WED/530P-600P	SEP19		30S	\$250.00	
& M-TH/700P-730P	SEP17(4/WK)		30S	\$310.00	

CMT: RATE REVISIONS PER STEVE FOR NEXT WEEK - PLS REVISE

CONTRACT TOTAL \$3,510.00  
TOTAL SPOTS 17



REP HEADLINE# 6281573 TRF# E:120816  
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
SEP18/12 13.29  
\*\*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/NRCC-IE

REP. # OFF. # SALESMAN #

AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC

BUYER NAME BEN ANGLE

815 SLATERS LANE

SALES PRSN WA- MICK NESCI (H)

ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6281573

CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE EST#3011 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP14/12 SEP20/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP18/12 13.29

REP: REVISION  
M1 APPROVED  
2X CUT IN JUDGE JUDY, TOMORROW AND THURSDAY  
TTL \$145 LESS, SOME MONEY MOVED TO NEXT NRCC HEADLINE  
PLS CNF  
THANKS, MICK

STA: PLS SEE M1 FOR RATE REVISIONS PER STEVE FOR NEXT WK  
PLS REVISE  
THX, CHERYL 9/12

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

NRCC IE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 155  
AGENCY PRODUCT CODE = 426  
AGENCY EST# = 3011

5	S		530P-600P	30		\$210.00	9/17	9/17	0		MON	0
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PROGRAM : JUDGE JUDY B  
CON COM1 : JUDGE JUDY B



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# 703-516-9680
!
FROM REP      SEP18/12 13.29
**CHANGES**  *** WNCN-TV ***
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19	A		530P-600P	30		\$250.00	9/17	9/17	1		MON	1
PROGRAM : JUDGE JUDY ORD COM1 : RATE REVISIONS PER STEVE FOR NEXT WEEK - PLS REVISE THIS IS A MAKE-GOOD FOR SEP17 ON LINE-5 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR SEP19 ON LINE-17 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR SEP17 ON LINE-6 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR SEP18 ON LINE-15 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR SEP19 ON LINE-18 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR SEP20 ON LINE-12 FOR 1 SPOT/WK												
20	A		530P-600P	30		\$250.00	9/19	9/19	0		WED	0
PROGRAM : JUDGE JUDY ORD COM1 : RATE REVISIONS PER STEVE FOR NEXT WEEK - PLS REVISE PART OF A MAKEGOOD MADE UP OF LINES 19-21												
21	A		700P-730P	30		\$310.00	9/17	9/20	4		M-TH	4
PROGRAM : 7PM NEWS ORD COM1 : RATE REVISIONS PER STEVE FOR NEXT WEEK - PLS REVISE PART OF A MAKEGOOD MADE UP OF LINES 19-21												
6	S		700P-730P	30		\$250.00	9/17	9/17	0		MON	0
PROGRAM : NBC-17 NEWS-7 CON COM1 : NBC-17 NEWS-7												
11	S		500P-530P	30		\$210.00	9/20	9/20	0		THU	0
PROGRAM : JUDGE JUDY CON COM1 : JUDGE JUDY												
12	S		700P-730P	30		\$250.00	9/20	9/20	0		THU	0
PROGRAM : NBC-17 NEWS-7 CON COM1 : NBC-17 NEWS-7												
15	S		700P-730P	30		\$250.00	9/18	9/18	0		TUE	0
PROGRAM : NBC-17 NEWS-7 CON COM1 : NBC-17 NEWS-7												
17	S		530P-600P	30		\$210.00	9/19	9/19	0		WED	0
PROGRAM : JUDGE JUDY B CON COM1 : JUDGE JUDY B												



REP HEADLINE# 6281573 TRF# E:120816 REP: TEL# 703-516-9399 FAX# 703-516-9680  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! SEP18/12 13.29  
 ORDER WORKSHEET HARRIS REPORT FROM REP \*\*\* WNCN-TV \*\*\*  
 \*\*CHANGES\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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18	S		700P-730P	30		\$250.00	9/19	9/19	0		WED	0
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PROGRAM : NBC-17 NEWS-7  
 CON COM1 : NBC-17 NEWS-7  
 STATION MAKEGOOD OFFERS:  
 M1 OK'D BUY#5 MISSED: MON/530P-600P SEP17 30S \$210.00 (SEP18/12)  
 BUY#17 WED/530P-600P SEP19 30S \$210.00  
 BUY#6 MON/700P-730P SEP17 30S \$250.00  
 BUY#15 TUE/700P-730P SEP18 30S \$250.00  
 BUY#18 WED/700P-730P SEP19 30S \$250.00  
 BUY#12 THU/700P-730P SEP20 30S \$250.00  
 OFFER: MON/530P-600P SEP17 30S \$250.00  
 & WED/530P-600P SEP19 30S \$250.00  
 & M-TH/700P-730P SEP17(4/WK) 30S \$310.00  
 CMT: RATE REVISIONS PER STEVE FOR NEXT WEEK - PLS REVISE PLS ADVISE.

SEP/12 \$3,510.00 CONTRACT TOTAL \$3,510.00  
 TOTAL SPOTS 17

MARKET TOTALS \$73,000 WNCN 5% WRAL 40% WTVB 39% WRAZ 11% WRDC 2% WLFL 3% CABL 0%  
 ACCURATE SHARES

SVC- NSI BOOKS- NOV/11  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE



REP HEADLINE# 6281573  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG15/12 17.4  
\*\*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/NRCC-IE REP. # OFF. # SALESMAN #  
AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME BEN ANGLE

815 SLATERS LANE SALES PRSN WA- MICK NESCI (H)  
ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6281573 CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE EST#3011 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP14/12 SEP20/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG15/12 17.45

REP: NEW ORDER  
TTL 3650 @ 19X  
PLS CFM  
THANKS, MIKE FOR MICK

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
NRCC IE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1235A-135A	30		\$65.00	9/14	9/14	1		FRI	1
AGENCY ADVERTISER CODE = 155												
AGENCY PRODUCT CODE = 426												
AGENCY EST# = 3011												
2			500P-530P	30		\$210.00	9/14	9/14	1		FRI	1
PROGRAM : J FALLON-NBC<												
CON COM1: J FALLON-NBC<												
3			700P-730P	30		\$250.00	9/14	9/14	1		FRI	1
PROGRAM : JUDGE JUDY												
CON COM1: JUDGE JUDY												
PROGRAM : NBC-17 NEWS-7												
CON COM1: NBC-17 NEWS-7												

MMW  
8/14

REP HEADLINE# 6281573  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG15/12 17.4  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1235A-135A PROGRAM : J FALLON-NBC< CON COM1 : J FALLON-NBC<	30		\$65.00	9/17	9/17	1		MON	1
5			530P-600P PROGRAM : JUDGE JUDY B CON COM1 : JUDGE JUDY B	30		\$210.00	9/17	9/17	1		MON	1
6			700P-730P PROGRAM : NBC-17 NEWS-7 CON COM1 : NBC-17 NEWS-7	30		\$250.00	9/17	9/17	1		MON	1
7			700P-730P PROGRAM : NBC-17 NEWS-7 CON COM1 : NBC-17 NEWS-7	30		\$175.00	9/15	9/15	1		SAT	1
8			700A-900A PROGRAM : SATURDAY TODAY CON COM1 : SATURDAY TODAY	30		\$250.00	9/15	9/15	2		SAT	2
9			600P-630P PROGRAM : NBC-17 NEWS-6 CON COM1 : NBC-17 NEWS-6	30		\$350.00	9/16	9/16	1		SUN	1
10			1235A-135A PROGRAM : J FALLON-NBC< CON COM1 : J FALLON-NBC<	30		\$65.00	9/20	9/20	1		THU	1
11			500P-530P PROGRAM : JUDGE JUDY CON COM1 : JUDGE JUDY	30		\$210.00	9/20	9/20	1		THU	1
12			700P-730P PROGRAM : NBC-17 NEWS-7 CON COM1 : NBC-17 NEWS-7	30		\$250.00	9/20	9/20	1		THU	1



REP HEADLINE# 6281573  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG15/12 17.4  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			1235A-135A	30		\$65.00	9/18	9/18	1		TUE	1
PROGRAM : J FALLON-NBC<												
CON COM1: J FALLON-NBC<												
14			500P-530P	30		\$210.00	9/18	9/18	1		TUE	1
PROGRAM : JUDGE JUDY												
CON COM1: JUDGE JUDY												
15			700P-730P	30		\$250.00	9/18	9/18	1		TUE	1
PROGRAM : NBC-17 NEWS-7												
CON COM1: NBC-17 NEWS-7												
16			1235A-135A	30		\$65.00	9/19	9/19	1		WED	1
PROGRAM : J FALLON-NBC<												
CON COM1: J FALLON-NBC<												
17			530P-600P	30		\$210.00	9/19	9/19	1		WED	1
PROGRAM : JUDGE JUDY B												
CON COM1: JUDGE JUDY B												
18			700P-730P	30		\$250.00	9/19	9/19	1		WED	1
PROGRAM : NBC-17 NEWS-7												
CON COM1: NBC-17 NEWS-7												
SEP/12 \$3,650.00												
												CONTRACT TOTAL \$3,650.00
												TOTAL SPOTS 19

MARKET TOTALS \$73,000 WNCN 5% WRAL 40% WTVD 39% WRAZ 11% WRDC 2% WLFL 3% CABL 0%

ACCURATE SHARES

SVC- NSI BOOKS- NOV/11

DEMOS- RA35+\*

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Jon Ferrell

do hereby request station time concerning the following issue:

National Republican Congressional Committee-IE
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

<b>Total Charges:</b>
-----------------------

This broadcast time will be used by: NRCC-IE

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> <b>Yes</b>	<input type="checkbox"/> <b>No</b>



For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

National Republican Congressional Committee-IE  
Keith Davis- Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER**

_____		<u>703-663-4877</u>
Date	Signature	Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

_____	_____	_____
Signature	Printed Name	Title